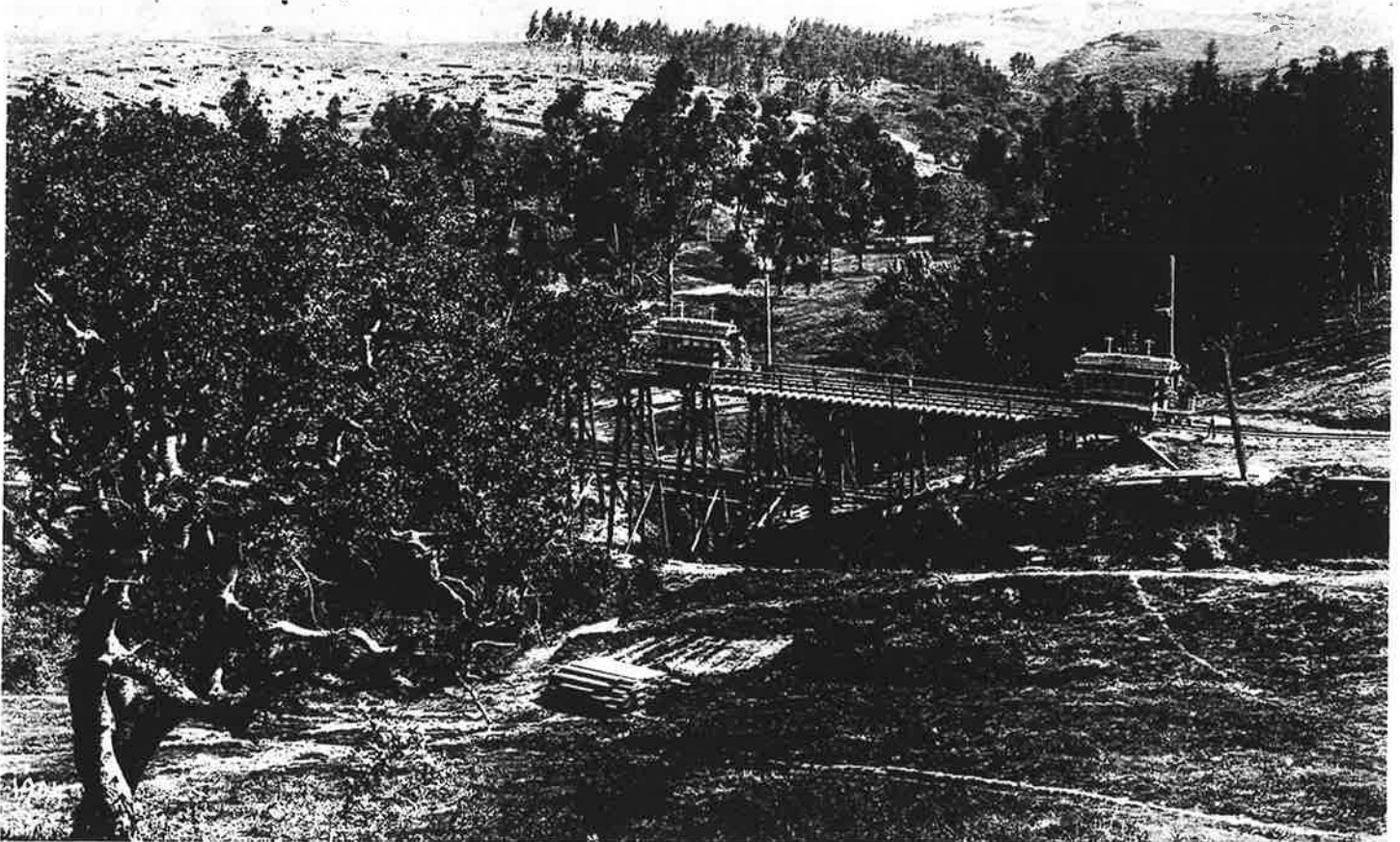


Lakeshore Highlands Twenties Residence Park in Trestle Glen



"...a veritable fairyland of rolling hills and wooded dales right in the heart of Oakland near famous Lake Merritt and its flower filled parks - six minutes by motor, nine by car, from Oakland City Hall, and 36 minutes by the Key Route from San Francisco. Nothing approaching Lakeshore Highlands in attractiveness ever has or ever will be offered to the seeker for ideal home conditions in the Bay Region....Beautiful home-sites, of varying sizes, \$1250 to \$3000."

Sound too good to be true? These were the

Borax Smith's trolley trestle gave Trestle Glen its name, brought picnickers who might later become residents.
(Oakland History Room)

promises of a 1922 San Francisco Social Register advertisement of the Walter H. Leimert Company, describing Lakeshore Highlands, the central tract in the Trestle Glen neighborhood that will be the subject of Oakland Heritage Alliance's Spring House Tour on April 24, 1988. This is the area above the Lakeshore commercial district and below Crocker Highlands School, including such picturesque streets as Rosemount,

House Tour April 24 - see p.7



Romantic drawing from tract brochure shows the park twenty years after the trestle. (Oakland History Room)

Longridge, Larkspur Lane, Hillcroft Circle, and Trestle Glen.

As remarked in another promotional article describing Leimert's "ideal home park," it was "a far cry from Indian tepees to stately mansions, from a stretch of tule growth to sweet scented rose gardens, from a wilderness to paved streets, electric lights, street cars and automobiles" (Home Designer, Nov. 1924). Indeed it was, and there were those who regretted the passing of the old at the same time Leimert sang the praises of the new.

Once a laurel-lined area along a mossy creek running into what is now Lake Merritt, the glen was known as Indian Gulch to early Oaklanders, though the Indians were long since displaced by the Spanish. In 1820 the Spanish crown granted most of what is now Alameda County from Albany to San Leandro to a retired army sergeant named Luis Maria Peralta. What use the Peraltas made of Indian Gulch can only be surmised, but they used the entire rancho

primarily for cattle raising. Later, with the discovery of gold and the emergence of the "instant city" of San Francisco, the family sold lumbering rights to redwoods in the hills. Eventually the hills were bare save for scrub oak and buckeye. As Oakland grew, and especially after the devastating drought of 1862-64 killed off the cattle herds, interest in the outlying land shifted from ranching to recreation.

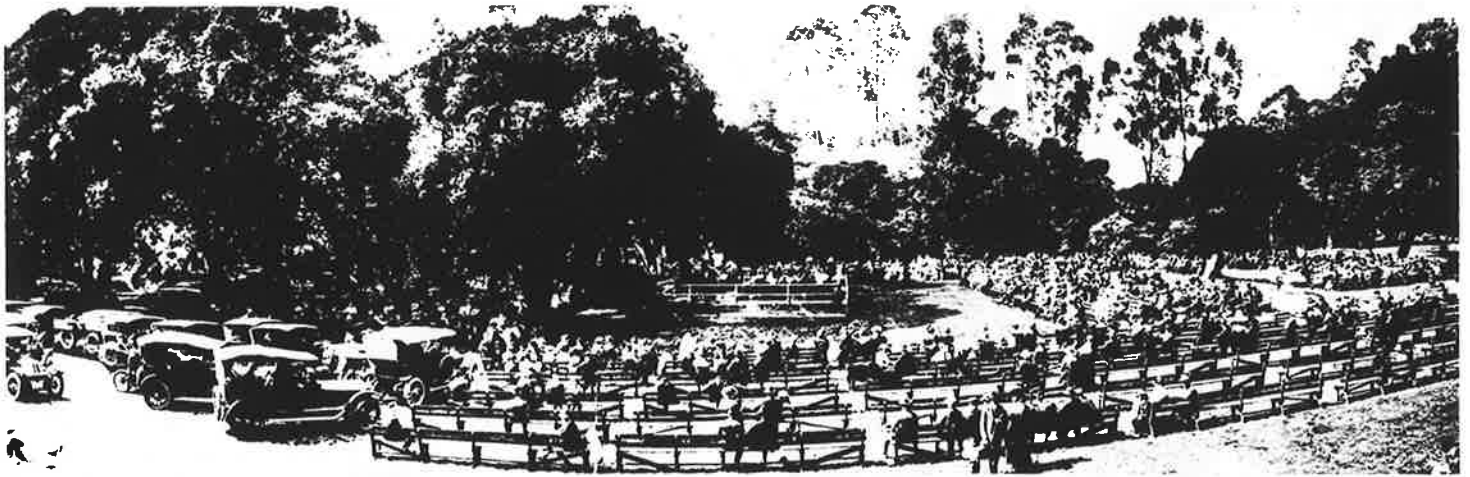
An 1871 birdseye map labels the area that is now Trestle Glen as Lake Park, and shows roads winding over the hills and past three small lakes. In the 1880s the area belonged to banker Peder Sather (memorialized by Sather Gate at the University of California). After his death in 1886, his wife Jane allowed the land to be used as a park.

The name Trestle Glen dates back to this period, to approximately 1893 when Francis Marion "Borax" Smith's Oakland Traction Company extended a trolley line from downtown Oakland, up Park Boulevard, to Grosvenor Place. From a point just above where Holman Road crosses Grosvenor to about Underhills Road, a large wooden trestle bridge was constructed to carry the carloads of picnickers across Indian Gulch and into Sather Park. As one visitor recollected:

"In those days Trestle Glen was a long ways from the City of Oakland....On the floor of the glen at the end of the bridge a pavillion was erected and suitable outbuildings for restaurants, etc., were built nearby. Dances, conventions, camp meetings, and gatherings of various kinds kept the glen pretty well patronized during the summer months. The Salvation Army held its annual camp meeting there on several occasions, at which time Trestle Glen was about the busiest, liveliest place in the Eastbay region."

The electric trolley that trundled over the bridge featured double-deck seating and brass handrails. Mark Twain is among the notables known to have made the trip.

Borax Smith quickly consolidated the various East Bay railway lines into the Key System, and connected it to San Francisco by way of an elaborate ferry system. In 1895 Smith joined with Frank C. Havens, a real estate magnate who controlled 13,000 acres of East Bay hilltop land, to form the Realty Syndicate. At that moment the days of leisurely picnicking and romantic strol-



Sather Park was a popular spot for organized as well as informal outdoor activities. Lakeshore Highlands tract was opened in 1918 with a final grand outdoor pageant of wood nymphs dancing under the noble oaks. (Oakland History Room)

ling in Sather Park became numbered.

The Realty Syndicate acquired the Sather Estate in 1904, and by 1906 the Trestle Glen crossing was gone. In 1911 Wickham Havens, Frank's son, filed a subdivision map for Crocker Highlands. And in 1917 the Lakeshore Highlands Company, of which Wickham Havens was president, filed a subdivision map covering the hills on either side of Trestle Glen, from Lakeshore Avenue to Grosvenor Place, in what had been known as Sather Park.

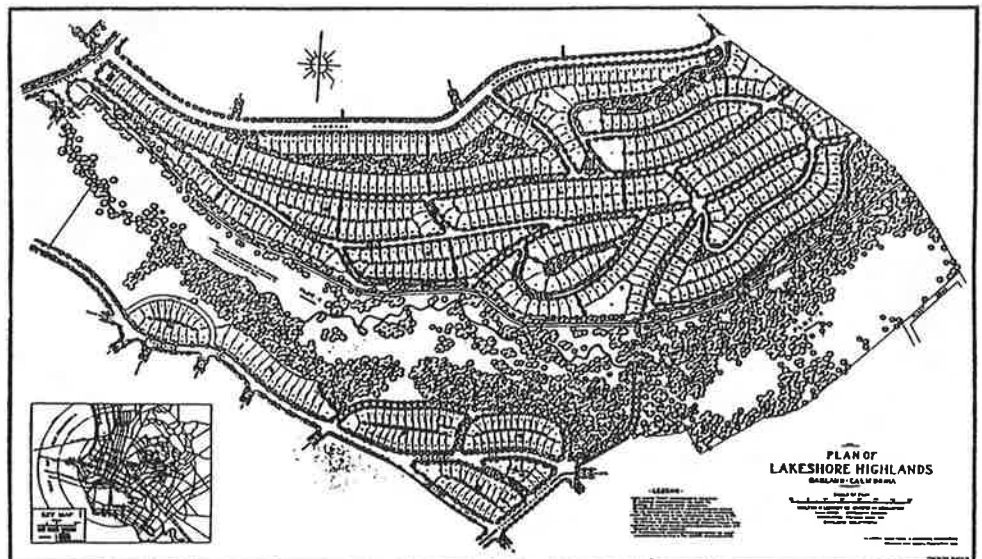
Meanwhile a movement had arisen to preserve Trestle Glen as a public park. As early as 1909, consulting New York landscape architect Charles Mulford Robinson proposed to Oakland's newly established Park Commission a comprehensive plan for an

unprecedented system of public parks in Oakland. The purchase of old estates like DeFremery and Mosswood parks was one of his proposals; another was acquisition of the privately owned land around Lake Merritt. A third proposal, not acted upon, was for a greenbelt connecting the lake with a park area along Trestle Glen, up Park Boulevard, winding around the city of Piedmont, through Mountain View Cemetery, and back to Lake Merritt. In 1914 under the sympathetic administration of Mayor Frank Mott, the Park Commission actually acquired an option to purchase Trestle Glen, but was unable to arrange financing during Mott's term. In 1915 John L. Davie, a fiscal conservative and opponent of the park project, was elected mayor, and he defeated a plan whereby the city could have purchased the land on an installment basis.

So Wickham Havens took action to create

Original 1917-18 tract map for Lakeshore Highlands, by Olmsted Brothers. Tract office is shown in upper left corner, Crocker Highlands School site is at upper right. Wooded area below center was later developed as Lakeshore Oaks (Trestle Glen and adjoining roads), after city passed up many last chances to acquire it as parkland. Line along the top of the Lakeshore Oaks is the route of the electric railway. Excelsior Avenue, at the bottom of the map, is now separated from the rest of the tract by the freeway.

(Lakeshore Homes Association)





Mayors Frank Mott (L) and John Davie (R), through their differing park policies, played major roles in the Lakeshore neighborhood's development. (Oakland History Room)

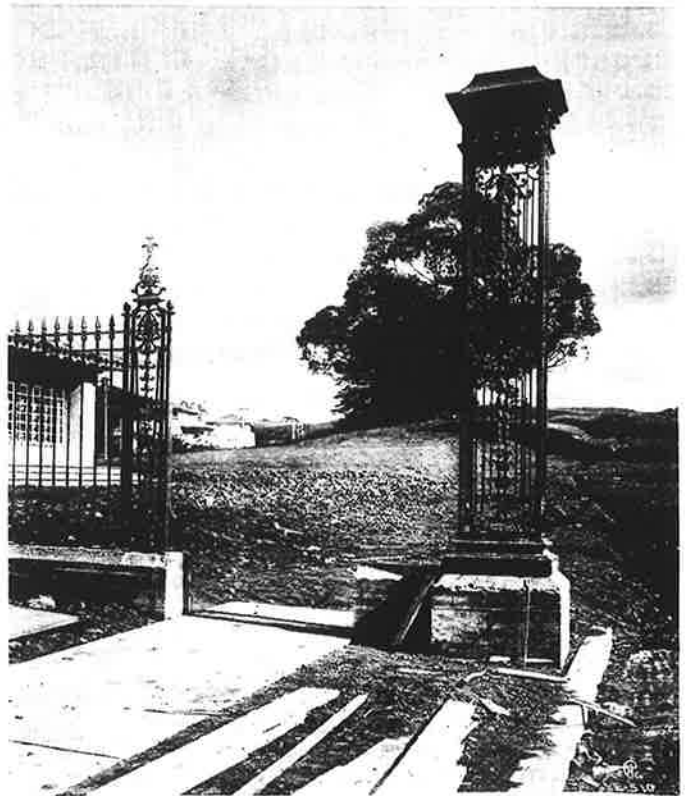
his "residential park" in Lakeshore Highlands. He retained the Olmsted Brothers (whose father, Frederick Law Olmsted, designed Mountain View Cemetery as well as New York's Central Park) to prepare a site plan for an exclusive, restricted, upper-income residential suburb along the lines of San Francisco's 1912 St. Francis Wood. Inspired by England's "garden suburbs," the Olmsteds laid out winding streets following natural contours, leaving natural areas along the creek (later Trestle Glen Road) and smaller park areas scattered through the tract. The monumental entrance portals to the tract were designed by Bakewell and Brown, architects of San Francisco City Hall and a number of opulent houses in Adams Point, and the sales office by the similarly eminent Louis Christian Mullgardt.

Developer Walter Leimert, an associate of Wickham Havens, took the Lakeshore project over from Havens in 1918. In Lakeshore Highlands and the subsequent Lakeshore Manor and Lakeshore Oaks tracts, Leimert pitched his advertising to the upwardly mobile population of the day. The advertising for Lakeshore Oaks, the Trestle Glen frontage opened in 1922 ("When the city government, after years of waiting, failed to take over this logical part of its park system, we were forced to cut it up into residence lots") reported that "Eighty per cent of the finest residences in this and

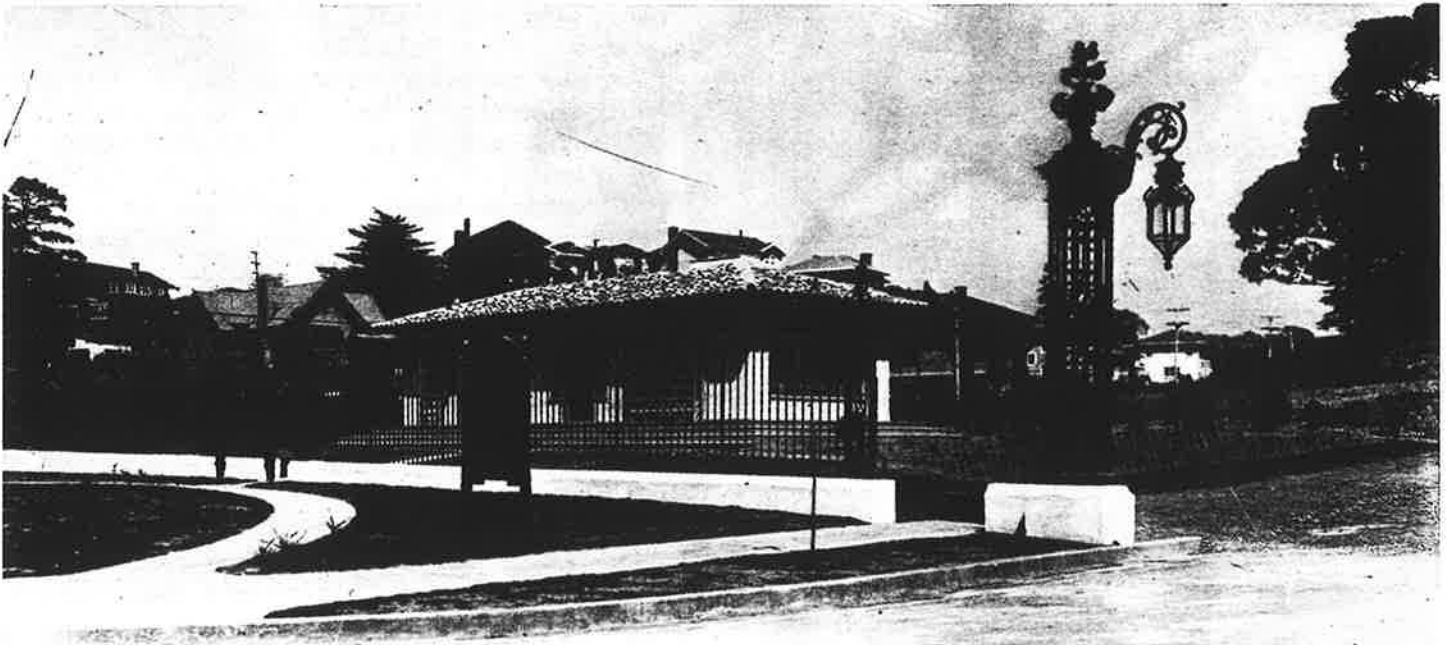
surrounding property are the homes of well known San Francisco business men" and illustrated the statement with a sketch of the Ferry Building and the Lakeshore portals a single train-length apart.

Leimert instituted a Lakeshore Homes Association to enforce controls on land use, building cost and design, and neighborhood upkeep. Drawn up at a time of strong and open anti-minority feelings, the tract's racial restrictions against people of African or "Mongolian" descent ("except in the capacity of domestic servants of the occupant thereof") were considered additional marketing points. These racial covenants became legally unenforceable in 1948, and black homeowners appeared in the area by the early 1950s. In 1979 the Association formally updated its bylaws and removed the racial restrictions.

The Lakeshore Highlands Company itself built many of the houses during the tract's first years, but later it was more common for the homeowner to buy a lot and commission his own house. The tract's building



Tract portals at the foot of Longridge and Trestle Glen Roads, under construction in 1917, were reportedly "modeled upon the famous fifteenth century gates at Nancy, France" by Beaux-Arts trained architects Bakewell and Brown. Note bare hills and gully which became Longridge Road. (OHR)



Leimert Company's tract office at Lakeshore and Longridge was designed by L.C. Mullgardt, architect noted for work at the 1915 Panama Pacific Exposition. Note completed portals, beginnings of landscaping, and Craftsman and Prairie style houses in adjoining older tract. (Oakland History Room)

restrictions required that each house cost at least \$3000 - more on some lots - and some owners spent as much as \$50,000, an enormous sum at the time. Lakeshore Oaks too was initiated with company-built homes, ten fully decorated model homes which were shown as the California Complete Homes Exhibition in the fall of 1922, and drew tens of thousands of visitors.

Most lots were filled during the halcyon days of the 1920s, but building continued into the 1930s, and a few lots remained even after World War II. Many of Oakland's best known architects worked in the neighborhood over the years: Julia Morgan, Maybeck & White, Charles McCall, A.W. Smith, Hamilton Murdock, William Schirmer, Kent & Hass, Frederick Reimers, William Wurster, Irwin Johnson, and others.

Shielded by private restrictions against multiple dwellings as well as by zoning, the area retains its period character up to the present day. The houses are by and large romantic and picturesque, exhibiting the post-World War I taste for country charm and European culture. Italian Renaissance, Tudor, Spanish, Monterey, French Provincial, and Colonial styles abound.

The ten homes on OHA's upcoming tour include excellent examples of the various

styles of residences built in the area in the 1920s and 30s, and epitomize both the architecture and the social history of the neighborhood. Stucco in many guises is the most common exterior treatment of these houses, followed by veneers of brick and stone. The detailing is almost always some version of European Revival. There are several houses in the English Cottage mode, with half-timbering, copper downspouts, oversized plank doors, overhanging second stories, Tudor arches, and leaded glass. The interiors live up to the exteriors, with huge fireplaces, baronial living rooms with vaulted and beamed ceilings, and doors concealed in linenfold paneling. In one, designed by W.E. Schirmer for the wife of the president of Central Construction Com-



Tribune advertisement from 1923 promises 38 minutes from San Francisco to the Lakeshore district. Key System trains ran through the neighborhood until 1958. Their route is marked by modern houses along Longridge, Underhills, etc. built on the former right of way. (Oakland History Room)



Group of representative houses photographed in 1931. Note early toys on one lawn, and young street trees: tour will show how the neighborhood has matured in landscaping, and in adaptation of homes to modern lifestyles. (OHR)

pany, and supposedly patterned after England's Haddon Hall, the beams in the living room are streaked green to simulate mold. Another Schirmer Tudor features a miniature cathedral-topped cabinet for the telephone.

A fine Spanish Revival home on the tour was featured in *Sunset Magazine* in March 1927 as "La Casita Espanola." This rambling many-level house abounds with wrought iron, and features multiple tiled roofs, ornamental waterspouts, arched chimney tops, and a corner entry tower. An outstanding interior feature, remarked on in its day, is a mosaic dining room floor of imported linoleum.

Another neighborhood showpiece is the Sicilian villa erected by Italian workmen for Charles I. Rubino. A Sicilian immigrant who founded the Oakland Winery in 1902, Rubino was in Prohibition-era semi-retirement by the time this house was designed by Bert Rimmel in 1927. He also developed buildings in the adjoining Lakeshore commercial district. Imported marble, tile, and gold leaf make Rubino's palatial home truly memorable. The public rooms are on a grand scale, with stenciled ceilings and gilded moldings. French doors with fanlights ring the street exposures of the house.

The "newest" house on the tour dates from 1935, and was designed by William Wurster for an executive of P.G. & E. The indoor-outdoor relationships of this Monterey style home are subtly worked out through the use of windows on as many sides of each room as possible, a nicely proportioned balcony stretching across huge bay windows, and a brick paved patio built around an oak tree.

Period hallmarks of the interiors of these homes include grand entries and staircases surmounted by gallery landings, marble bordered fireplaces, and polychrome bathroom tile. Throughout the neighborhood kitchens and servants' quarters have been remodeled to suit a later era's lifestyle, and decks and even a pool have been added, without diminishing the period charm. As Walter Leimert would be the first to point out, the Lakeshore Highlands/Trestle Glen area remains after 60 years one of substantial architectural interest as well as natural beauty.

--Deborah Shefler

Acknowledgments to Dean Yabuki, Ed Phillips, Carol Van Steenberg, and Betty Marvin.



1988 SPRING HOUSE TOUR

SUNDAY, APRIL 24, 1988

12:00 - 4:00 PM

Join us for a Sunday afternoon in Oakland's historic Crocker Highlands district. We have ten houses on our tour, which begins where Longridge and Carlston meet. Refreshments will be served at one of the homes. Wear comfortable shoes for walking.

Advance reservations are recommended
OHA Spring House Tour

\$15.00 OHA members

P.O. Box 12425, Oakland 94604

\$17.50 non-members

Volunteers needed: Docents receive complimentary tour. Phone now for information.



Details of typical houses in the Crocker Highlands-Lakeshore-Trestle Glen neighborhood. Note textured brick, tile roofs, cast concrete columns and reliefs, ornamental chimneys, sculptured door and window openings, and metalwork on gates, grilles, and downspouts. House tour will feature some of the best of the 1920s Tudor, Spanish, Italian, Monterey, and Mother Goose revivals.

Oakland Briefing . . .

The "Oakland Briefing" column is prepared by the OHA Preservation Action Committee. If you would like to help monitor preservation issues in Oakland, please call Carolyn Douthat, 763-5370.

■ NO COMPROMISE ON NEW METHODIST CHURCH

On March 15, the City Council voted 5-3 to have a resolution prepared approving the design review application for the new Lake Merritt United Methodist Church. The vote on the resolution was scheduled to take place at the Council's March 29 meeting.

The hearing, which took place at the Lakeside Garden Center (the historic Council Chamber was rented out for a movie set), was well attended by both church members and fans of the old Fourth Church of Christ, Scientist. About 70 supporters of the old building turned out, in what was the largest display of support for preservation that this City Council has seen. (Technically the only preservation at issue was incorporation of the colonnaded facade in the new building, as an alternative to the design submitted, but this point did not always remain clearly in view.)

After months of hearings, letters, and meetings, OHA made a final presentation of the case for saving the facade (as recommended by City Planning staff), urging the Council to take seriously their responsibility for the Lake Merritt design review district and for protecting and preserving the architectural heritage of the city. OHA's position was supported by neighborhood groups (among them Shepherd Canyon, Piedmont Avenue, Rose Garden, Adams Point, Rockridge, and Brooklyn), the Montclair Greater Oakland Democratic Club, Oakland Design Advocates, Friends of Peralta Hacienda, County Supervisor Perata, and many individuals.

Speakers for the preservation compromise included Kathy Burns of the National Trust for Historic Preservation, and San Francisco Chronicle architectural critic Allen Temko. Temko, who was the featured speaker at the Rehab Right book signing held by the city the week before at Preservation Park,



Former Fourth Church of Christ, Scientist, 1330 Lakeshore Avenue (Carl Werner, 1922): City Council okays demolition, illustrates need for a city preservation policy. (BM)

had then urged Mayor Wilson to support saving the facade, and reiterated that support to the Council. The Mayor, who reportedly told colleagues that he supported the staff recommendation, was unable to attend the crucial meeting because he was in Arizona lobbying for an NFL franchise for Oakland.

Planning Director Alvin James, presenting the staff recommendation and answering questions from Council, explained the place of preservation and design review in city law, and the role of landmarks and surveys (concepts not completely familiar to all members of the City Council), and noted how this case illustrated the need for an explicit, comprehensive preservation policy for the city of Oakland.

Aleta Cannon, whose district includes the site of the church, was the strongest advocate for the new church on the Council, despite urging from many district residents who opposed demolition. Councilors Ogawa, Gilmore, and Bazile joined her in approving the new design. Ogawa based his vote on a philosophy that property owners should be allowed to do as they like, while Bazile contended that in a design issue "beauty is in the eye of the beholder," and he saw no beauty in architectural elements which recalled the racist days before the Civil War. He also asked if OHA had offered to buy the building: "So you don't have any

money, but you have a lot of nerve."

Wilson Riles, voting against the application, spoke about the importance of the Lake and preservation of a sense of the city's history. Mary Moore reminded the Council of the importance of fostering pride and a commitment to the strengths of Oakland, and made a spirited protest against the recurring blackmail that if they don't get their way the church (and Dreyer's, and developers ad infinitum) will leave Oakland. Dick Spees, who had worked for a compromise with the church, emphasized his personal commitment to preservation, and his belief that preservation and progress were not irreconcilable goals.

Marge Gibson Haskell, who chaired the meeting in the Mayor's absence, cast the final, and deciding, vote. (By Council rules, a tie vote defeats a motion.) Joining Bazile in voting on the basis of personal aesthetics, she explained that to her the old church and the new design looked so fundamentally similar that demolition of the old would only mean replacement by something with essentially the same visual effect.

OHA would like to thank all of its members, community groups, and others who volunteered time, wrote letters, attended meetings, and generally supported the cause. We would especially like to thank the Planning Department staff for their thoughtful review and clear presentation of the issues to both the Planning Commission and the Council. As a footnote, Planning staff formulated extensive conditions of approval for the new building, included in the Planning Commission decision which was upheld by the Council; among them are development of a salvage plan, and documentation of the old building according to the standards of the Historic American Buildings Survey (HABS).

While the outcome leaves Oakland running counter to the nationwide trend toward preservation of downtowns and neighborhoods (per Time magazine's cover story of last Nov. 23), the church issue did succeed in bringing preservation to the attention of the city as a serious concern of the voting public. The Planning Commission has revived the proposal for a Preservation Element, and OHA will continue to work towards a

strong preservation policy in Oakland. Thanks to all who contributed time and effort in letting the powers that be know that there is a preservation constituency in Oakland. And we vote. --Carolyn Douthat

■ PROPERTY TAX INCENTIVES PROPOSED

On March 7 the Oakland City Council had its first discussion ever about creating incentives and benefits which would apply directly to city landmarks. Although not included in the tax measure ultimately passed by Council, the idea of creating incentives for landmarks received support from Councilors Mary Moore and Dick Spees.

The opportunity for this discussion arose as part of a public hearing on the "Neighborhood Services Retention Act", a tax increase measure to be considered by voters in June. This complex proposal is designed to raise about \$15 million for the City's general fund by increasing property taxes for residences by \$90 each (or \$40/unit for 5 units or more) and for commercial property by either \$.05 or \$.15 (in the Central Business District) per square foot.

As originally proposed, the measure included a variety of exemptions for new construction and major rehabilitation, but none for simple preservation and maintenance of landmark buildings. As adopted, the tax measure did not include any of these exemptions. Although Council missed a unique opportunity to create an incentive for landmark ownership, at least new and old buildings will have equal treatment if voters approve the proposal; and at least the concept of incentives for landmarks has been publicly raised. --Gary Knecht

■ LANDMARKS WORKSHOP IN OAKLAND

Oakland was host to a Landmark and Cultural Heritage Commissions Workshop on March 25, presented by the California Preservation Foundation, a non-profit organization which works for preservation concerns statewide. The all-day event, held at the Oakland Museum, was attended by commissioners and staff from throughout Northern California, including delegations from Placer, Tuolumne, and Alameda Counties, Santa Rosa, Livermore, Morgan Hill,



Fresno, and Carson City, Nevada. The workshop covered legal and administrative aspects of commission activities, and the selling of preservation through education and incentives.

The main speaker was Frank Gilbert, National Trust attorney from Washington, D.C. who was counsel in the landmark Penn Central case in 1978. The centerpiece of his presentation was a summary of points in that case which established the legal basis for landmark regulation as a government activity. Contrary to the popular opinion reported by many attendees, landmarking is not an illegal interference with property rights as long as certain standards are met--e.g., the owner is not deprived of all "reasonable use" of the property, due process is followed, and the government body provides "services, standards, controls, and incentives" to back up its designations. Gilbert said the trend around the country is toward stronger landmarks ordinances, with early ordinances (like Oakland's) being revised to establish commissions rather than advisory boards, and eliminate requirements for owner consent.

Vivian Kahn, Chief of Current Planning for the city of Berkeley, spoke on the day to day functioning and politics of commissions. Bruce Judd, a principal in the Architectural Resources Group and former OHA board member, addressed design review standards, with a slide show of the country's most spectacular do's and don'ts. Woody Minor, who coordinated the Alameda survey, illustrated how survey results can be used to educate the community, creating a sense of pride and identity. John Merritt, executive director of the California Preservation Foundation, focused on incentives to persuade owners that preservation is worth their consideration--an important item in Oakland where the recurring issue is what's in it for the property owner.

Four members of the Brooklyn Neighborhood Preservation Association attended, and received congratulations on the new 10th Avenue District as a trend-setting example of neighborhood-based preservation.

Following the program a reception was held at the Camron-Stanford House, hosted by the Oakland Landmarks Board and co-sponsored by OHA. --Carolyn Douthat

■ 10TH AVENUE DISTRICT

Creation of a historic district along the 1900-2100 blocks of 10th Avenue in the Brooklyn neighborhood came two steps closer to reality when the Landmarks Preservation Advisory Board recommended the S-7 designation to the Planning Commission, and the Planning Commission unanimously adopted the recommendation at its March 23 meeting.

The district, which includes about three blocks of Victorian and early 20th century homes, would be the fourth S-7 district in the city and the first residential district. The other three, all commercial zones, are Preservation Park, Victorian Row, and Old Downtown Brooklyn.

Impetus for the S-7 designation came from the residents of the area, led by Marina Carlson, and the Brooklyn Neighborhood Preservation Association. Carlson and Carolyn Douthat prepared the 93-page application which will now be forwarded to the City Council. Council is expected to hold a hearing and vote on district status sometime in April. --Carolyn Douthat



Queen Anne at 2035 10th Avenue shows quality of buildings in the district. In addition to several Victorians with towers, there are later homes by Julia Morgan and Albert Farr. (Phil Bellman)



10th Avenue District: Landmark designation inspires rehab work. Owners can now use Historical Building Code. (BM)

■ JAIL, ANYONE?

The San Antonio Community Development Corporation is looking for a new owner for a small wooden building thought to have been a 19th century jail. The building is located at the rear of a former Oakland firehouse which the corporation, a neighborhood nonprofit, bought about five years ago for use as a community center. A child care program and the need for parking now require removal of the building. Ideally it should be relocated within the San Antonio area.

According to city directories the fire department first located Chemical Engine No. 3 at the site in 1893 or 1894; Fred Brunjes and Peter Saul were its steward and driver. By 1897 service had expanded to Engine Company No. 6, with a crew of four. The station was closed in about 1980.

The small utility building at the rear is reputed to have been a jail, possibly an overnight accommodation for the inebriated. The siding and roofline suggest pre-1900 construction, and the wood-floored interior is fitted with three cells.

The firehouse is located at 2228 East 15th Street between 22nd and 23rd Avenues. The "jail" is on Gleason Way, an alley behind the firehouse which is entered from

22nd Avenue. For more information contact Chris Roberts, vice-chair of the San Antonio CDC, at 535-0413--but drive by first. The building is a fixer-upper.

--Carolyn Douthat

■ NIBBLING AWAY AT THE ROCKRIDGE?

In the news recently have been two sites for development in North Oakland's Rockridge neighborhood. The March 12 issue of the Rockridge News reported on Dreyer's latest development concept. Previously the ice cream manufacturer had planned to enlarge its factory on College Avenue, demolishing several structures. Their new proposal eliminates the factory, replacing it with retail, offices, and parking. This new plan still includes demolition of two houses on Chabot, three commercial buildings on Claremont, and Dreyer's existing recently-modernized complex on College. In a preliminary assessment of the new proposal, the Rockridge Community Planning Council welcomed the removal of the factory and truck traffic, but still had a number of concerns, including extension of commercial uses into a residential zone, and impact on the adjoining Julia Morgan church.

Meanwhile, the Express of March 25 reported on efforts to establish a new permanent home for the Rockridge branch library. The library was recently forced out of its storefront by high rent, and is now housed in a portable building at Claremont Middle School. Apparently the city has purchased the one-acre Art Stone site on College, and a neighborhood committee hopes that a new library can be built there as well as the parking lot desired by the city. The article did not mention the turn of the century raised basement cottage on the Art Stone property. Will it be incorporated in the new development? Will it be moved? Or is it considered expendable?

Here are eight possible demolitions in one short stretch of College Avenue. Probably none of the buildings would qualify for landmark status (though one of the brick buildings on Claremont is a particularly fine and intact example of its type), but they help define the character of the neighborhood and should not be thrown away lightly.

--Anthony Bruce

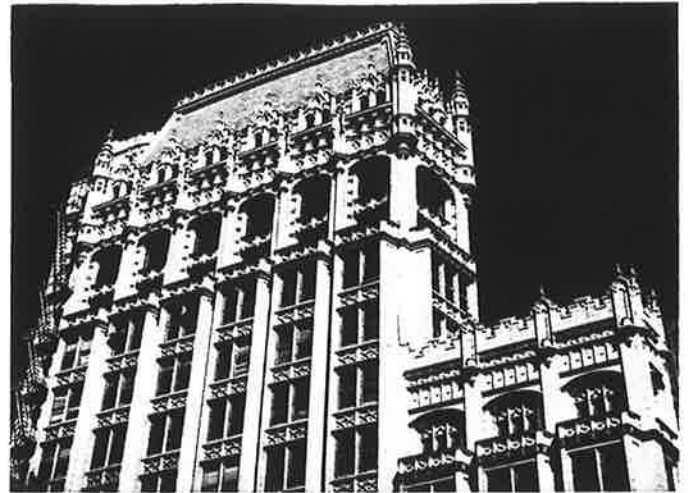
■ CPF MOVES STATEWIDE OFFICES TO OAKLAND

The California Preservation Foundation will move its statewide headquarters into the landmark Cathedral Building sometime in April, according to executive director John Merritt. The 10-year-old nonprofit organization exists "to promote, encourage, support and conduct programs for education and research relating to the preservation and enhancement of the built environment...."

As a statewide organization, CPF sponsors the annual State Historic Preservation Conference, publishes the quarterly newsletter *California Preservation*, and conducts seminars and workshops throughout the state. In 1982 CPF sponsored the State Conference in Oakland with OHA as the local co-sponsor. Recently CPF sponsored the workshop for Northern California landmark board members at the Oakland Museum, and a similar workshop in Southern California.

CPF's new offices will be on the 7th floor of the Cathedral Building, one of Oakland's most distinctive landmarks, the 14-story flatiron skyscraper at the gore of Broadway and Telegraph. Originally called the Federal Realty Building, it was designed in 1913 by Benjamin Geer McDougall (1865-1937) for banker J.F. Carlston and developer A.J. Snyder. In 1944 attorney Wilbur Pierce purchased the property and renamed it the Pierce Building. In 1969 new owner Albert Goldhagen gave it its present name, Cathedral Building, "because that's what the top of it looks like" (Tribune 9/14/69).

A Gothic "Cathedral of Commerce" was B. G. McDougall's solution to the commission he received in 1913. The tall, slender, steel frame is clad primarily in a cream-colored architectural terra cotta manufactured by N. Clark & Sons in nearby Alameda. The rich Gothic ornamentation at the top two floors is sheet metal. "As far as I know, this Federal Realty building is the only considerable example of its kind on the (west) Coast," wrote B.J.S. Cahill, AIA in the November 1916 issue of Architect & Engineer. "The ingenuity of its plan, the boldness of its composition, and the massed interest of its bewildering detail combine to place its architect ... in the front rank of the profession. From the start this was a difficult problem and not only must



Cathedral Building, 1605 Broadway. Above, terra cotta and sheet metal spires; below, early postcard shows the tiny lot and low-rise surroundings that made the investment a daring one in 1913. (Betty Marvin)

we congratulate the designer on his triumph, but also the men who put their enthusiasm and their money into a venture whose yield is so much more in the interest

of fine arts than of finance.

"The shape of the lot with an apex of 8-1/2 feet only, was dead against a profitable plan. To make it florid Gothic, the most expensive of all styles to build in, was practically to abandon all hope of adequate returns. None the less, owners and architect went bravely ahead to develop a building that is not only the most finished ornament to the streets of Oakland, but a triumph that would be notable even in New York. The essence of the plan lies in its bay windows, which project to the limit of the law and of course add substantially to the rentable floor space.

"The real success of the design, apart from the verticality of the lines and the recession of the front at the 7th story, lies in the bold use of a highpitched slate roof edged and ridged with terra cotta and crested with bold perforated crenellations."

The Cathedral Building is important not only as the first "considerable example" of the Gothic style on the west coast, but as an important symbol of Oakland's post-earthquake building boom which produced nearly a dozen major downtown buildings between 1910 and 1915. It was listed on the National Register in 1979 and designated an Oakland City Landmark in 1983.

OHA welcomes CPF to Oakland, applauds its choice of a Landmark/National Register building for its offices, and looks forward to a close association. --Gary Knecht



Cathedral Building, lobby detail.

(Survey photo)

■ ARTS AND AMENITIES PLANNING

OHA member Annalee Allen has been participating in the Neighborhood Arts Task Force for Oakland's Strategic Plan for Cultural Development. Various cultural groups and interested individuals have been involved in this planning process for the past six months. The task forces include Dance/Theater, Festivals, Music, Visual Arts, and Arts in Education. Recommendations forthcoming from these task forces will be compiled by the city's Cultural Arts Division staff and incorporated into a comprehensive Cultural Plan for Oakland.

Making use of Oakland's built environment as a resource to enhance the arts can and should be a part of this cultural plan - for example, through a study of buildings that have been catalogued by the Cultural Heritage Survey to determine whether any might be suitable for arts activities. The task of finding ways to implement this and other recommendations has been charged to the Marketing and Earned/Contributed Income task forces. A report on the process is expected in May or early June.

Another group examining Oakland is the University-Oakland Metropolitan Forum, a consortium of civic, corporate, and academic representatives. Organized last year, the Forum's goal is to use the resources of local colleges and universities to enhance the quality of life in the Oakland region. Participating institutions at this time include Holy Names College, Mills College, and the University of California at Berkeley. The director is Edward J. Blakely, chair of the U.C. Department of City and Regional Planning.

Much of the Forum's work is organized around three broad areas of interest - the Children and Youth Committee, the Economic Development Committee, and the Civic Vision Committee. OHA representative Annalee Allen will be participating with the Civic Vision Committee, as it examines Oakland's built environment and environmental backdrop. Some of the ideas the committee is exploring include improving the entrances and gateways to Oakland (e.g. the West Oakland BART station), encouraging recognition of the city's landmarks, and establishing

grant programs and/or competitions for Oakland artists.

The Forum welcomes additional participation on any of its committees. For more information, or to pass along comments, ideas, etc., contact Annalee Allen, 654-6791, or Ed Blakely, 643-9103.

--Annalee Allen

■ CAMRON-STANFORD DOCENT CLASS
SIGN-UPS CONTINUE; STARTS APRIL 27

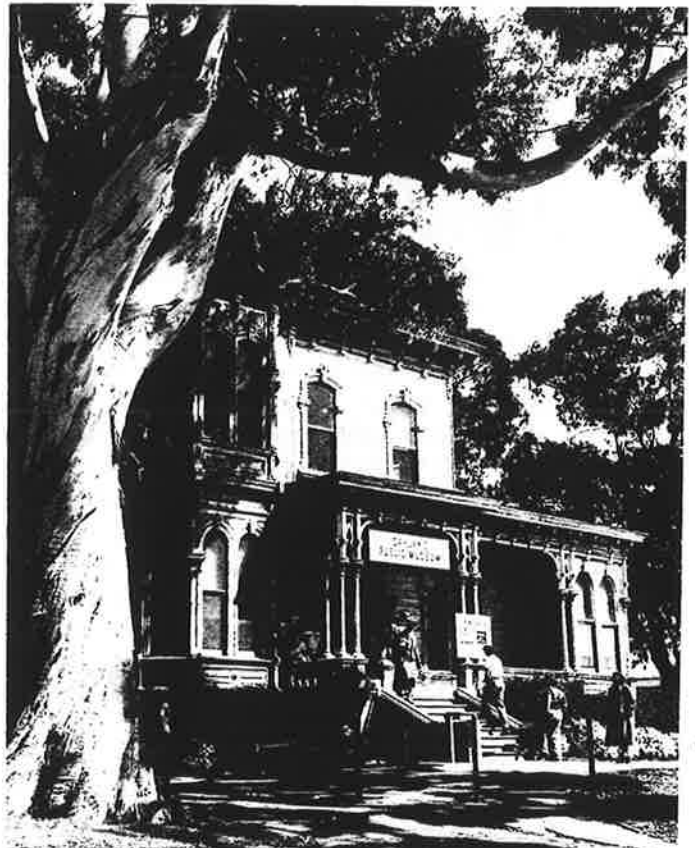
There is still time to sign up for the docent class which starts April 27 at the Camron-Stanford House. The 10-week course runs until June 15, with classes from 7 to 10 pm most Wednesdays. Grants from Chevron U.S.A. and Clorox are funding the course.

Docent coordinator Ilene Herman has assembled a distinguished faculty including several of the pioneers of the Camron-Stanford House restoration. Thomas Frye, chief curator of history at the Oakland Museum, was history curator when the museum was located in the Camron-Stanford House, and refused to let the house be demolished. He will speak on the transition from museum to historic house museum. Contractor Randy Nahas will discuss his experience restoring, and often reconstructing, the rooms of the Camron-Stanford House. John Burke, conservator and creator of the "Crafts Revival" show on permanent display downstairs, will speak on care and conservation of artifacts. Wayne Mathes and Frances Rhodes, Collections Coordinators responsible for the much-heralded authenticity of the period rooms, will speak on "Decorative Arts of the Late 19th Century." Carolyn Sheaff, genealogist and research coordinator of the original Junior League project in 1971, will discuss "Families of the Camron-Stanford House."

Other expert instructors will be architectural historian Woody Minor; Barbara Henry, chief of education at the Oakland Museum, on Interpretive Skills; Sister Ethel Mary Tinnemann, professor at Holy Names College, on Oakland history, and Anne Sherrill, professor at Mills, on "The Victorian Family and the Home, Form and Function."

Prospective class members can call 836-1976, drop in, or write Camron-Stanford House, 1418 Lakeside Drive, Oakland 94612. The house is open for tours Wednesdays 11-4 and Sundays 1-5. Call 836-1976 for information about tours and rentals.

--CSHPA



Camron-Stanford House as the Oakland Public Museum, c. 1950. You can become a docent and interpret the house to visitors. Training course includes history of the house, by those who pioneered its restoration. (Oak.History Room)

■ JACK LONDON MUSEUM PROPOSED

Interested in Jack London? An advocacy group is forming to study the feasibility of acquiring an important collection of Jack London artifacts and establishing a Jack London Museum at the waterfront. The individual who owns the collection would like to donate it to the City of Oakland, London's boyhood home, if a suitable site can be found. Anyone with ideas or interest in the project should contact Peter Katz of Stratagem Consultants, 658-9500. The next scheduled meeting of the organizing committee is April 28. --Annalee Allen

OHA Update

■ GRANTS AND SERVICES: MANY THANKS!

OHA is the recipient of two new grants. The Oakmead Foundation awarded Oakland Heritage Alliance \$3500 in February for a new membership brochure. This handsome pamphlet is now available in the OHA office, and was put together by Leslie Flint. Bouquets to the Oakmead Foundation, Leslie, and Steve Donaldson of Bay Graphics who contributed the design.

The Clorox Company Foundation has given OHA a grant of \$3000 for organizational development, which includes the maintenance of the OHA office and the Administrative Director. We thank the Clorox Foundation for funding these support services and for their show of confidence in our organization.

And many thanks to Anne Smith, Business Systems Consultant (and OHA member), for her continued assistance to Treasurer Bill McLetchie in tax filing and recordkeeping. Her help is much appreciated. --Helen Lore

■ VOLUNTEER JOBS: HOUSE TOUR NEEDS YOU

As announced on the House Tour flyer, docents are needed for the tour on April 24. There are 10 houses, with docents stationed in each room on two shifts, so a large number of helpers are needed. We also need people to help with food and cleanup at the reception. In exchange for your assistance, you will receive free admission to the tour. Julie Barron, Helen Lore at the office (763-9218), or tour chair Mary Jane McConville (835-3485) will gladly sign you up.

Other continuing volunteer openings are listed below. Call for fuller descriptions: Julie Barron, 655-8147, 7 to 9 pm, or leave your name and number at the OHA office, 763-9218, and Julie will get back to you. If you have a full schedule now but would like to be called on later, please call now and we'll keep your name on file for a time that is convenient.

Writers and Editors, Broadway Book: Publication scheduled for early 1989. Evening meet-

ings; research and writing with deadlines determined by Publications chair.

Mailings: Label and assemble bulk mailings. Approx. monthly, day or evening, on call.

Events/Programs: Greeting and reception at events and booths throughout the year. Evenings and weekends, 2-hour shifts, on call.

Preservation Action: Represent OHA at Planning Commission (day), Landmarks Board (day), City Council (eve.), by presence and taking notes; not necessary to speak.

Membership/Development: Fundraising, letter writing, grant writing, etc. Day or evening.

Carpenter: Build bookshelves for OHA office!

-- Julie Barron

■ MARK WILSON DISPLAYS OLDEST BUILDINGS

On March 24 OHA sponsored a lecture and book-signing by Mark Wilson, author of *East Bay Heritage* and the new guidebook to historic architecture in the East Bay, *A Living Legacy*. Mark's topic was "Oakland's Oldest Buildings," the rare and unfamiliar Gothics and pioneer boxes from the 1860s tucked away in West Oakland and Brooklyn. Less showy than the popular Italianates and Queen Annes, these houses came as a revelation to many of the 80 people present. Many are neglected or in threatened areas, and Mark's lecture performed a valuable service in bringing them to our attention.



Tiny "pioneer box" at 714 Pine is one of Oakland's oldest buildings. West Oakland Survey has learned that it was the birthplace of well-known early Black resident Mary Netherland, whose father came to California with Fremont. (EM)

City Landmarks Board Actions

The Oakland Landmarks Preservation Advisory Board meets on the second Monday of each month at 4 pm in Room 211 City Hall. Meetings are open to the public. Designation of landmarks is recommended by the Board to Planning Commission and City Council. Landmarks are subject to a 240-day delay in issuance of demolition permits. Exterior alterations require approval by City Planning staff, at the recommendation of the Board. 108 landmarks have been designated in the 14 years since the Board was created.

FEBRUARY

Board recommended approval of plans to install two wheelchair ramps, alter a door, and install sprinkler pipes along the north side elevation of the Locke House (3911 Harrison Street, 1911, John Hudson Thomas, architect), a city landmark.

Reviewed preservation study list, now containing 293 properties of which 71 have been on the list since 1977. Twenty-one of the 71 had been considered for landmark designation at some time but no action taken because of owner objection. Of the rest, Board determined to review properties not previously discussed (33 of the 71), those not acted upon because owners did not respond (2), and those considered at one



Locke House on Harrison Street (John Hudson Thomas, 1911) is a magnificent example of Viennese Secessionist style. Owners are making use of incentive which allows commercial uses in landmark houses in certain zones. (Phil Bellman)

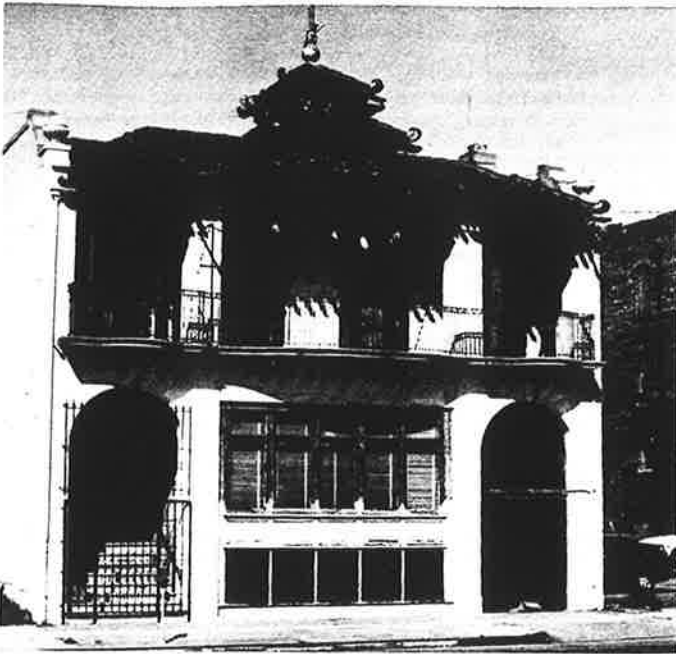
time but not believed to meet landmark criteria (7). Owners and some Board members were uncomfortable with properties remaining on the study list indefinitely. Board determined to review these 11-year-old listings and recommend consideration for designation, retention on the study list, or deletion from the list.

Board accepted the application to rezone portions of the 1900-2100 blocks of 10th Avenue to the S-7 Preservation Combining Zone, and to approve the resolution initiating the rezoning and requesting the Planning Commission to hold a public hearing. (See Briefing and Winter OHA News.) Marji Shaw opposed the motion because there were still three owners who, though they had not opposed the designation, had not signed the petition supporting it.

Secretary Chris Buckley reported that the City Council in January had approved "temporary landmark designation" for 120 days for the Fricke Building (565-7 11th Street) and the Wetmore House Group (571, 573-7, and 583 11th) over owner objections, a decision partly influenced by the Oakland Union for the Homeless whose members spoke in favor of the designation and asked that the buildings be rehabilitated as housing. The Council had asked Planning staff to investigate the feasibility of rehabilitating and/or moving the buildings, and report back to Council by mid-April. Buckley called attention to three other buildings on the same block which might suitably be considered for landmarks - the Fong Wan, Clay (former post office), and Carles Apartments buildings: Board asked him to investigate their status.

Chair Gordon Henderson reported on a meeting of the Planning and Construction Committee of the Chamber of Commerce on Jan. 20 discussing the proposed Historic Preservation Element of the Oakland Comprehensive Plan. The Chamber believes that no landmarks should be designated over owner objection; Henderson said he disagreed, but owners need to be informed of the benefits of the landmarks program so they will be more inclined to seek designation and objections will not be an issue.

Frederick Hertz agreed to meet with Inspectional Services staff to discuss the State Historical Building Code and whether



Fong Wan Herb Co. Building, 576 10th Street, was designed for popular Chinese doctor Fong Wan in 1923 by Bancroft & Slocombe, architects who specialized in period revivals. Clay Building, right, was Levi Strauss's quarters after the 1906 earthquake, and post office for 50 years. (BM)

it applies to Study List buildings or only landmarks and properties in S-7 districts. (Answer: landmarks and S-7 only.) Buckley said another issue regarding the SHBC was that at present in Oakland its use is treated as a variance and referred to the Board of Examiners and Appeals, which may not be in keeping with its mandatory nature under state law.

MARCH

Board required Bob Bennett, owner of the landmark Herbert Hoover house at 1079 12th Street, to modify recently installed handrails on the front stairs. The ranch style rails were considered by the Board to be highly inappropriate to the character of the house. Bennett had changed them from the type recommended by the Board at the insistence of the building department, because of the code requirement that rails be designed so that a 6" sphere cannot pass through. Board felt that they were not being taken seriously--"it's almost like you don't believe it's necessary to have our approval"; Bennett replied that conflicting orders from different jurisdictions put an owner in a very difficult spot.

Board reviewed and approved design submitted by the Old Oakland Company for ground floor storefronts at the landmark Arlington Building/Nicholl Block (492 9th Street, 1876, Clinton Day, architect), and approved placement of the Queen Anne style residence at 4300 Fruitvale Avenue on the preservation study list.

Buckley reported on the buildings on the block bounded by 10th, 11th, Jefferson, and Clay: the Clay Building (1001-11 Clay/561 10th Street) was for sale, and would probably become light industrial upstairs and commercial below. The Carles Apartments (1000-12 Jefferson/594-98 10th Street) in the same family since 1937, was not for sale; they plan to paint, and vandalism is a concern. The Fong Wan Herb Company building (576 10th Street) is still in the original family, and occupied though not currently in commercial use.

Board discussed plans for the California Preservation Foundation workshop and reception for Northern California landmarks boards on March 25. OHA agreed to contribute \$100 toward the cost of the reception. Board members welcomed the opportunity to discuss possible incentives and benefits for owners of landmarks, and ways to get the word out. Marji Shaw reported on a Preservation Fair meeting and repeated her concern that charging admission amounted to a policy of "educating the educated" in contrast to the Board's wish, in Henderson's words, to "excite the whole voting population of Oakland." --Kathy Olson



The Arlington Hotel-Nicholl Block, at 9th and Washington in Old Oakland, was recently discovered to be the work of architect Clinton Day (1876). Landmarks Board reviews new storefronts, as Old Oakland project nears completion. (1896 Illustrated Directory)

OHA Calendar

The OHA Calendar lists events, activities, and meetings related to history and preservation that may be of interest to OHA members. To submit items for listings, contact Oakland Heritage Alliance.

Upcoming Activities

through Jan. 1989, "Oakland Firsts," Black history exhibit, Visions Toward Tomorrow; East Bay Negro Historical Society, 5606 San Pablo, Wed.-Fri. 12:30-5:30, Tu. to 7.

through July 1, "Souvenirs of Treasure Island Fair, 1939-1940," Hayward Area Historical Society Museum, 22701 Main St., Hayward; 11-4 M-F, 12-4 Sat.; \$1/.50; 581-0223.

through July 25, "It's Beautiful, Wish You Were Here," paintings, photos, mementos of Calif. vacation spots, 1850-1940; Sacramento History Center, (916) 449-2057.

April 24, Sun. 12-4 pm, Oakland Heritage Alliance Spring House Tour, Crocker Highlands-Trestle Glen. \$15/\$17.50, reservations encouraged. 763-9218.

April 24, Sun. 4-6 pm, Black Family History Workshop, East Bay Negro Historical Society, 5606 San Pablo, 658-3158.

April 29, Fri. 7:30 pm, Berkeley History Film Festival: 1930s traffic boys, building of BART, more. Physical Sciences Lecture Hall, UC; \$4. Berk. Historical Society, 524-9880.

April 30, Sat. 10-5, Monterey Adobe Tour, 25 historic buildings and gardens, cost TBA, Monterey History & Art Assn., Box 805, Monterey CA 92942, (408) 372-2608.

April 30, Sat. noon, Mark Wilson, slide show and walking tour of Victorian houses near Lake Merritt; Oakland Museum History Guild, Helen Tryon, 232-2964.

May 6-7, Fri. 8-10 pm, Sat. 9-4:30, "Earthquake to Albright: Modernism in Northern California 1906-45," symposium sponsored by Archives of American Art and Fine Arts Museums of S.F.; speakers include Kevin Starr, Peter Selz, Francis O'Connor, Talespinners Theater; Florence Gould Theater, Legion of Honor; \$10; 556-2530.

May 6-8, Fri.-Sun., Art Deco Weekend By The Bay, Art Deco Society of Calif., 109 Minna St. #339, SF 94105, 984-9090:
-Fri. 7-9:30 pm, Preservation Awards, Merchandise Mart, 1335 Market St., \$10/\$15, reservations required.
-Sat. & Sun. 10-6, Art Deco Sale, largest on W. Coast, Concourse at Showplace Square, 8th & Brannan, \$3/\$4.
-Sat. 10-noon, Marina District Walking Tour, Art Deco Streamline Moderne, Chestnut & Fillmore, \$3/\$5.
-Sat. 1-3 pm, Paramount Theatre-Uptown Oakland Walking Tour, meet at the Paramount, 2025 Broadway; \$3/\$5.
-Sat. 9pm-2am, Captain's Gala, dancing and fashion show, Giftcenter Pavilion, 8th & Brannan; \$40/\$50.
-Sun. 1-3 pm, Downtown San Francisco walking tour, incl. Stock Exchange Club; meet at 450 Sutter; \$5/\$7.

May 7, Sat., 1 pm, Mark Wilson, slide show & walking tour of West Berkeley Victorians, book signing and reception. Owner Builder Center, 1516 5th St., Berkeley, 526-9222.

May 8, Sun., 1-6 pm, Vallejo Architectural Heritage House Tour, \$8 gen./\$6 stu-sr in advance: (707) 644-4629.

May 8-14, Preservation Week, National Trust for Historic Preservation; events TBA.

May 10-23, Berkeley Historical Society, exhibit on the block-long airship "Aerial", launched with cooking gas from Kittredge Street on May 23, 1908; street display case, Berkeley Public Library, 2090 Kittredge; 524-9880.

May 19, Thurs. 8-5:30, "Will the Real Fake Stand Up! New Materials Used in Historic Structures," workshop, Western Chapter, Association for Preservation Technology; PT&T Building, 140 New Montgomery St., SF; \$85/\$75/\$55/\$50, reservations required, Box 42458, SF 94142.

May 19-22, Thurs.-Sun., 13th Annual California Preservation Conference, Palo Alto & Stanford; sponsored by Calif. Preservation Foundation & Palo Alto-Stanford Heritage; 1990 Cowper St., Palo Alto 94301, 326-4123; cost TBA.

May 22, Sun. 1-5 pm, Mark Wilson, walking tour of Alameda Victorians; reservations required, Calif. Historical Soc., 2090 Jackson St., S.F. 94109, 567-1848; \$10/\$12.

May 22, Sun., 1-5 pm, John Galen Howard House Tour, Berkeley Architectural Heritage, cost TBA, 841-2242.

June 26, Sun., 3-5 pm, Black Family History Workshop, Nat'l Archives, 1000 Commodore Dr., San Bruno 94066, 876-9009.

late July-August, every Sat. & Sun., OHA's annual Neighborhood Walking Tours. Details TBA; 763-9218.



Regularly Scheduled Tours

Dunsmuir House. Tours of Colonial Revival mansion every Sunday, spring through fall; 2960 Peralta Oaks Court, Oakland; \$3; 562-7588.

Camron-Stanford House. 1876 Italianate on Lake Merritt. Tours every Wed. 11-4 & Sun. 1-5 pm., free; 1418 Lakeside Dr., 836-1976.

Paramount Theatre. Art Deco movie palace, 2025 Broadway. Tours 1st & 3rd Sat., 10 am, \$1, 893-2300.

Oakland Tours Program. Old Oakland, City Center, Uptown, Chinatown, Pres. Park, Port; April-Oct., 273-3234.

Black Diamond Mines. Somersville Rd., Antioch; Sat. & Sun. 10, 11, 1:30, 2:30; reservations required for mine tour, 757-2620; \$2 + \$2 parking.

Ardenwood Historic Farm. Park open April-Nov., Thurs.-Sun. 10-4; house tours hourly Sat. & Sun./variable Thurs.-Fri., \$4-\$1.50 dep. on age & day, tour extra; Ardenwood Blvd. or Lake Blvd., Newark; 796-0663.

McConaghy House. 102 year old farmhouse at 18701 Hesperian Blvd., Hayward. Tours Thurs.-Sun., 1-4, \$2/adult. Closed January. Info. 581-0223.

San Francisco Heritage weekly tours; \$3, info.441-3004. Historic North Waterfront, Sundays 10:30-12, meet at kiosk near cable car turntable in Aquatic Park; Victorian & Edwardian Pacific Heights, Sundays 12:30-2, Haas-Lilienthal House, 2007 Franklin; Haas-Lilienthal house tours, Sun. 11-4:30, Wed. 12-4

Regularly Scheduled Meetings

Oakland Heritage Alliance. OHA Board of Directors meets on the first Monday of the month, 7:30 pm; for agenda and location, contact Les Hausrath, 834-5652.

Preservation Action Committee: contact Carolyn Douthat, 763-5370, for time, place, and agenda. Publications Committee, working on guidebook/history The Broadway Book: Fred Mitchell, 655-4920.

Landmarks Preservation Advisory Board. 2nd Monday, 4 pm, Room 221, City Hall. Contact City Planning, 273-3941.

City Planning Commission. Every other Wednesday, 3:30 pm, Room 115, City Hall. Agenda & dates, 273-3941.

City Council. Every Tuesday evening, 7:30, Council Chambers, City Hall. City Clerk, 273-3611.



Oakland Heritage Alliance

P.O.Box 12425, Oakland, CA 94604 763-9218

Oakland Heritage Alliance, a California nonprofit corporation since 1980, was formed to bring together community groups and individuals sharing an interest in the history of Oakland, and in the preservation and conservation of the city's archaeological, architectural, cultural, environmental, and historical resources. Membership dues and contributions are tax deductible.

OFFICERS 1987-88

President.....Les Hausrath
Vice President.....Annalee Allen
Financial Officer.....William McLetchie
Secretary.....Julie Barron

BOARD OF DIRECTORS

Annalee Allen.....654-6791
Julie Barron.....655-8147
Lynn Fonfa.....763-6410
Les Hausrath.....834-5652
Randolph Langenbach.....428-2252
Betty Marvin.....849-1959
Mary Jane McConville.....835-3485
William McLetchie.....444-0876
Frederick Mitchell.....655-4920
Sally Nielsen.....474-7184
Edward Phillips.....465-9829
Deborah Shefler.....465-2660

New OHA Members

The officers and Board of Directors of Oakland Heritage Alliance wish to welcome and thank all those concerned citizens who have shown their interest in Oakland's history and preservation by joining OHA. OHA's new members (January through March) are as follows:

E J. Bayliss, Irene Bishop, John Borja, Martha Breed, Marina Carlson, Scott deCarrillo, G. Pete Encinas, Jeremy Haar, Deborah Hill and Forest Weld, Teresa Kim, Julie Klindt, Jack and Jean Margolis, Richard Moore, Neel Parikh, Michael and Diana Butler Petzar, Marie Pierce, Peggy Speck, Jim Steele, Mary Strohmaier, Robert Techacek, Betty Thomas, and Dora Youngdale.

Oakland Heritage Alliance News

CONTRIBUTORS

Annalee Allen, Julie Barron, Phil Bellman, Anthony Bruce, Carolyn Douthat, Gary Knecht, Helen Lore, Kathy Olson, Betty Marvin, Deborah Shefler, William Sturm, Dean Yabuki

EDITORIAL BOARD

Carolyn Douthat, Dean Yabuki

EDITOR/PRODUCTION

Betty Marvin

OHA NEWS welcomes contributions--research projects large or small, historic photos, preservation issues or events, what have you. Contact Betty Marvin, 849-1959, or Dean Yabuki, 832-5355.

Donors

OHA appreciates the gifts from the following members who responded to our donor campaign:

Claudia Albano, Elizabeth Olney Anderson, David Berlin, May Blaisdell, Jerry Bowling, Valrea Brashear, Carroll Brentano, Virginia Carter, Edmund A. Clausen, Emelita Cohen, John and Dee Coppola, Fernando Cuervo, Leslie Flint, Lynn Fonfa, Colleen Gallagher, Alan Garretson, Les Hausrath, Kathryn Hughes, Beatrice Kempf, Dorothy Kimmel, Gary Knecht, Dianna Loggins, Helen Lore, Elinor Mandelson, Margaret Martin, Ken & Virginia McLetchie, Tony Moniz, Sally Nielsen, Eugene Peck, Helen Rogers, Jeanne Sexton, Deborah Shefler, Norma Smith, Inta Vodopals, Edith White, Mabel McCammon Winkelman, and Fred Wolfe.

Thanks to the following who have renewed their Sponsor memberships for 1988:

Gallagher and Burk; Myron Zimmerman.

© 1988, Oakland Heritage Alliance

Oakland Heritage Alliance. P.O.Box 12425, Oakland, CA 94604

JOIN OHA TODAY! Your annual tax-deductible membership dues include the **OHA News** and announcements of all OHA activities. Additional contributions and your active participation will make OHA a more effective organization.

Name _____

Address _____

City, Zip _____

Phone Numbers (H) _____ (W) _____

I would like to serve on the following committee(s): Membership . Programs .

OHA News . Publicity . Landmark Nominations . Landmark Assistance .

Preservation Action . Summer Tours . Development. Fund Raising . other .

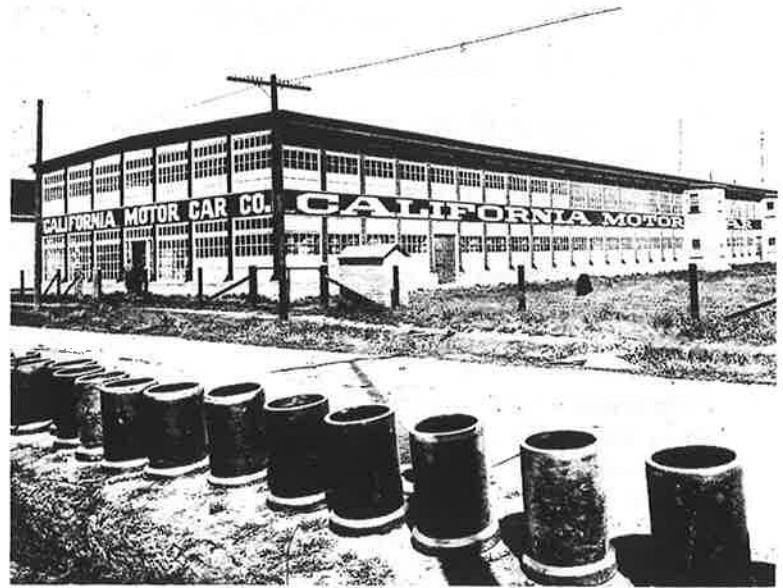
- New Renewal
- Change of Address only
- \$10 Limited income (1 vote)
- \$20 Individual (1 vote)
- \$30 Family (2 votes)
- \$50 Organization (1 vote)
- \$100 Sponsor (1 vote)
- \$250 Patron (1 vote)
- \$ _____ Additional contribution

Oakland History Notes: Calif. Motor Car Co.

Oakland's first manufacturer of automobiles enjoys the dubious distinction of having also been the city's most short-lived motor-car maker. Opening with great panoply in May 1911, the California Motor Car Company was housed in a two-story concrete building originally built in 1908 for the California Cotton Mills. Located on the east side of High Street at the corner of San Leandro Boulevard and situated near the tracks of the Southern Pacific and Western Pacific railroads, the plant was considered ideally placed for the infant industry.

The owners proudly proclaimed that Oakland was to have "...the only large automobile manufacturing plant on the Pacific Coast....The increasing annual expenditures by Californians for automobiles has made it advisable to establish a factory that will diminish the financial drain on the State, and at the same time turn out cars equal in quality to those shipped from the East."

The new car, dubbed the "Pacific Special," retailed at \$1750. The public was effusively invited to invest in the pioneer company. "As an investment the stock in this new manufacturing enterprise will earn surprisingly good dividends," trumpeted one advertisement. Those who heeded the siren call



(Oakland History Room)

may well have regretted their decision, however, for by 1914 the company had been gobbled up by the Cole California Car Co., and by 1915 the Pacific Special had ceased to be made. The building survived, however, and by the 1920s was playing host to the L.A. Young Spring and Wire Corporation, manufacturers of bed springs, automobile cushions, and upholstery supplies. Since the 1950s the Oakland Public Schools has used the facility as a storage center.

When, in the 1920s, Oakland became known as the "Detroit of the West," a major center for automobile manufacturing, the California Motor Car Company could claim to have started it all. --William Sturm

Oakland Heritage Alliance
P.O. Box 12425
Oakland, California 94604

Non-profit organization
U.S. POSTAGE
PAID
Oakland, California
Permit No. 31

Address Correction Requested

DATED MATERIAL — PLEASE
DO NOT DELAY DELIVERY